

*Welcome To*

# Your Practice Through The Patients Eyes

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**It's Not Just About Dentistry**

*Presented By:*

*Laci L. Phillips*

## Your Practice Through The Patients Eyes

*"A vision is not just a picture of what could be; it is an appeal to our better selves, a call to become something more." Rosabeth Moss Kanter*

**Discovering your Office**-What would you discover through the patients eyes-Which glasses do they have on and which ones do you have on?

Where is your passion

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Vision & Mission

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### The referral

Website

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Social media

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Dr's

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Patients

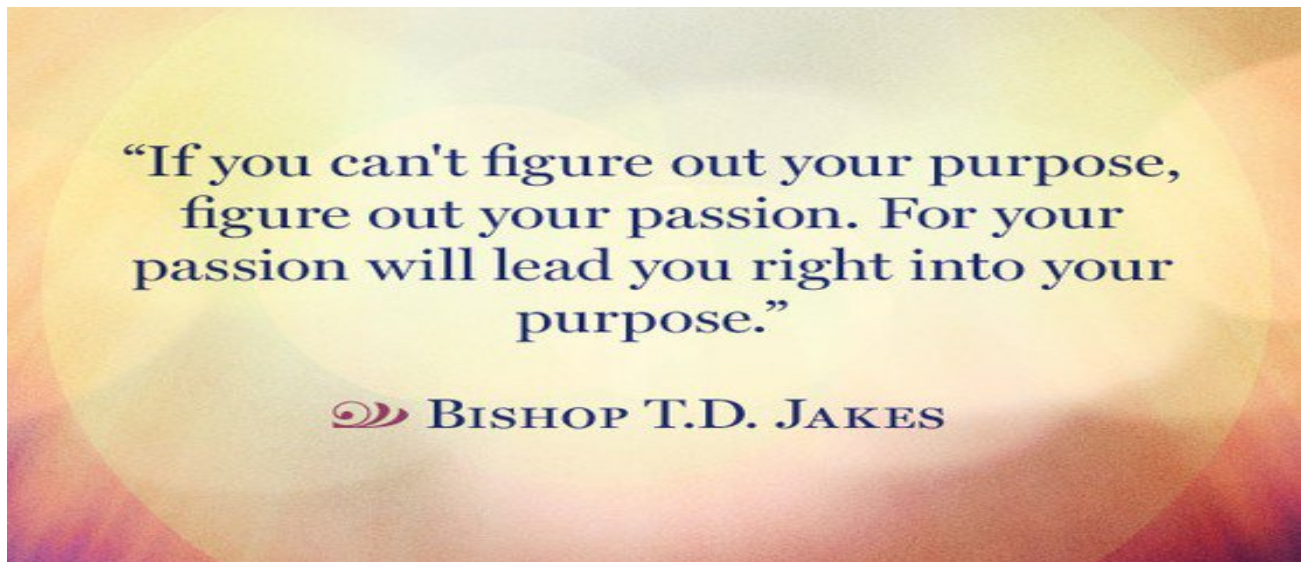
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### The 1<sup>st</sup> call

What do they hear	
Tracking Calls	
Documentation	



## Driving up to your office

Signage

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Parking lot

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Outside of building

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## Walking in for the first time

Entry Way	
Reception Area	
The Business Team	

## The Appointment

Does the patient have to repeat themselves?

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Are you what they were looking for?

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Do you listen?

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Bedside manner

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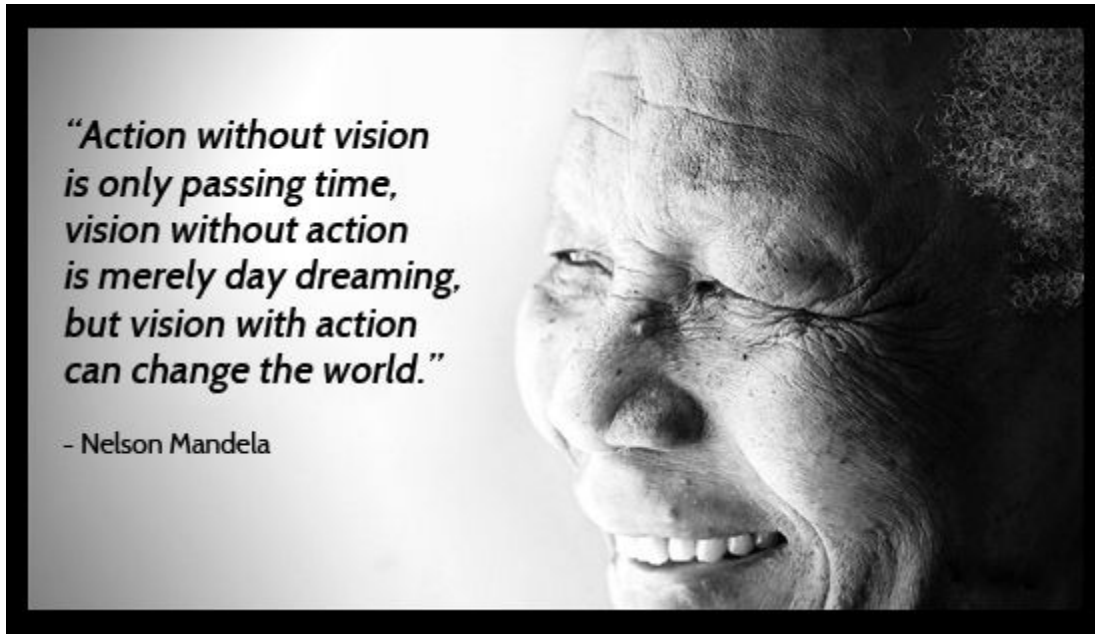
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DiSC & Trigger Points

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## The Finish

Options	
The Hand Off	

## The Follow Up

Communications	
Retention	

## Who is your target patient?

Demographics

Dentistry	
Age	
Insurance Vs. FFS	
Zip Code	

Is this your passion patient

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*A customer is the most important visitor, on our premises.  
 He is not dependent on us.  
 We are dependent on him.  
 He is not an interruption on work.  
 He is the purpose of it.  
 He is not an outsider to our business.  
 He is part of it.  
 We are not doing him a favor by serving him...  
 He is doing us a favor by giving us the opportunity to do it.*

## About The Presenter

Laci discovered at an early age her true passion for speaking and entertaining audiences. As a founding partner at Practice Dynamics she combines her knowledge of dentistry with her passion for teams to deliver customized coaching, workshops and speaking events throughout the country.

Laci began her road to coaching as a chairside assistant while going to college to pursue a dream of one day having her own talk show. While working her way to the business side of dentistry, she was fortunate to learn from top industry professionals. The experience gained on this journey gives her unique insight into the technology and business side of dentistry. The excitement of working in high tech offices, as well as, high-end cosmetic practices has instilled in her the passion and the knowledge to coach dental teams on their road to excellence.

Balancing coaching dental teams with her speaking career is a dream come true. Each time she takes the stage her passion for dentistry and the dental team comes to life in her words and the lessons she teaches.

Practice Dynamics specializes in coaching teams to reach their goals through balance driven success using systems, teams and technology.

